



WXYZ

# ORDER

Print Date 11/12/12

Page 1 of 2

Flight Dates **10/02/12-10/08/12**

Contract / Revision      **310790 /**

Original Date / Revision  
09/12/12    10/16/12

Advertiser **CARE for Michigan**

Agency    **Davis Group (The)**

Buying Contact

**4201 Bee Caves Road - Suite C-101  
Austin, TX 78746**

Product  
**CARE for Michigan**

Agency Com    15%

Billing Contact    **Pam Newby**

**4201 Bee Caves Road - Suite C-101  
Austin, TX 78746**

Sales Office    EWSDC

Sales Region   NAT

Agency Ref

Order Sep      00:20:00

Estimate #      **1284**

Alt Order #

Billing Type      Cash

Order Type      GENERAL

Billing Cycle      EOM/EOC

Billing Calendar BROADCAST

Demographic    A25-54

Rev Codes      POL      POL      ISS

Product Codes PL

Priority          FX

Advertiser Ref

Primary Account Executive  
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		

Order Share %      Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WADL	%	
WDIV	%	
WDWB	%	
WJBK	%	
WKBD	%	
WLPC	%	
WPXD	%	
WTVS	%	
WWJ	%	

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	16	\$23,545.00	\$27,700.00	0.00
<b>Totals</b>	<b>16</b>	<b>\$23,545.00</b>	<b>\$27,700.00</b>	<b>0.00</b>

## Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/08/12	16	\$23,545.00	\$27,700.00

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	WXYZ	10/03/12	10/08/12	5am News M-F 5am News M-F	CM	5-6am M-F	1-111--	:30	4	\$700.00	P-2	0.00 NM	4	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/02/12	10/08/12	1-111--		4		\$700.00		0.00				
N 2	WXYZ	10/02/12	10/04/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	-1-1---	:30	2	\$1,600.00	FX	0.00 NM	2	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/02/12	10/08/12	-1-1---		2		\$1,600.00		0.00				
N 3	WXYZ	10/07/12	10/07/12	Action News SUN 6am Action News SUN 6am	CM	SUN 6-7am	-----S	:30	1	\$500.00	P-2	0.00 NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				

Contract / Revision      **310790**      Flight Dates **10/02/12-10/08/12**

### Hiatus Dates

Original Date / Revision    09/12/12/    10/16/12

Order Sep 00:20:00

<u>Advertiser</u>	<b>CARE for Michigan</b>	<u>Product</u>	<b>CARE for Michigan</b>
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Estimate #      **1284**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	WXYZ	10/07/12	10/07/12	Action News SUN 6am Action News SUN 6am	CM	SUN 6-7am	-----S	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/02/12	10/08/12	-----S		1			\$500.00		0.00				
N 4	WXYZ	10/02/12	10/08/12	M-F 9a-10a M-F 9a-10a	CM	9-10am M-F	11-----	:30	2	\$800.00	P-2	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/02/12	10/08/12	11-----		2			\$800.00		0.00				
N 5	WXYZ	10/03/12	10/05/12	M-F 11a-12n M-F 11a-12n	CM	11am-12pm M-F	--1-1--	:30	2	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/02/12	10/08/12	--1-1--		2			\$1,000.00		0.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>		<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	2	WXYZ	10/02/12-10/08/12	M-F 11a-12n		11am-12pm M-F	--W--F----		:30	<del>(\$1,000.00)</del>		0.00	NM		
	Credited														
N 6	WXYZ	10/02/12	10/04/12	5p News 5-6pm M-F	CM	5-6pm M-F	-1-1---	:30	2	\$1,800.00	FX	0.00	NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/02/12	10/08/12	-1-1---		2			\$1,800.00		0.00				
N 7	WXYZ	10/04/12	10/04/12	Thursday Prime A Thursday Prime A	CM	8-9pm Thursday	---T---	:30	1	\$4,000.00	P-3	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/02/12	10/08/12	---T---		1			\$4,000.00		0.00				
N 8	WXYZ	10/07/12	10/07/12	Sunday Prime B Sunday Prime B	CM	8-9pm Sunday	-----S	:30	1	\$7,000.00	P-3	0.00	NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/02/12	10/08/12	-----S		1			\$7,000.00		0.00				
N 9	WXYZ	10/03/12	10/08/12	M-F 1135p-1205a Nightline	CM	1135pm-1205am M-F	1-----	:30	2	\$2,000.00	FX	0.00	NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/02/12	10/08/12	1-1----		2			\$2,000.00		0.00				
Totals														16	\$27,700.00